

**MEDIA MARKETING COMMITTEE  
DETROIT HEALTH DEPARTMENT 420- C  
September 19, 2002  
4:00 P.M. – 6: 00 P.M.  
MINUTES**

**PRESENT**

Gregory Minnifield, Chairperson  
Rev. Terry Bagley Sr.  
James Knox  
Janet Nunn

**SEMHAC STAFF**

**Guest**

Cathy Gholston

**EXCUSED**

**I. Call to Order.**

Meeting called to order by G. Minnifield at 4:37 p.m.

**II. Moment of silence**

Moment of silence was held for those affected and infected by HIV/AIDS.

**III. Welcome and Introductions**

The members went around the room and introduced themselves. The chair welcomed all members to the meeting.

**IV. Approval of the meeting minutes of August 6, 2002 and today's agenda**

The committee reviewed the minutes of August 6, 2002. C. Gholston made a motion to accept the meeting minutes and the agenda. J. Nunn properly seconded the motion. The motion carried unanimously.

**V. Unfinished Business**

**A. WEBSITE**

J. Royes has given Mr. Gray the committee's specs as of August 7, 2002. He sent the specs back with more changes to be made, and now the committee is waiting for a response from Mr. Gray concerning the bid for the website. There is nothing more for the committee to do except wait for an answer. G. Minnifield will send Mr. Gray a memo concerning the website. Mr. Gray recommended that the committee should use the old website, which is Detroit Health Department. The chair feels that it would not be good to do because, The Detroit Health

Department has a linkup and not a website. G. Minnifield's goal for December is to have the website up and running.

**B. Gospel Against AIDS**

G. Minnifield attended Gospel Against AIDS on September 14, 2002, he felt that it was not advertised as well as it should have been. It was good, but could have been better. Next year if the SEMHAC sponsors the Gospel Against AIDS, the committee will put the advertisement out sooner.

**VI. New Business / Old Business**

**AIDS Walk Michigan**

AIDS Walk Michigan is on September 28, 2002, located at Belle Isle at 12:00 noon. SEMHAC will have two tables at the AIDS Walk Michigan. G. Minnifield will be located at the table.

**VII. Announcements**

Rev. T. Bagley announced that he and J. Royes has talked about having Ministers and Pastors training. Some of the training will be to teach the Ministers and Pastors how to outreach to the community. Rev. T. Bagley would like if some of the committees would give a presentation such as; Media Marketing, Needs Assessment, etc. G. Minnifield would also like to involve some program that gives contributions and the committee will look into a neutral place to have this training. The committee would like to focus on prayer and education of our community. The goal is to have this training started sometime in November. The date for the training will be given at a later date. The committee has to get a letter out to the Mayor that explains the training process, and ask him to be the keynote speaker. The committee has to get a flyer out indicating what the forum is about and who the keynote speaker is.

**IX. Adjournment**

C. Gholston made a motion to adjourn the meeting. J. Nunn properly seconded the motion. The motion was carried unanimously. The meeting was adjourned at 5:40 PM.

Chairperson Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Recorded By: Robin Wesley      Date: October 14, 2002